



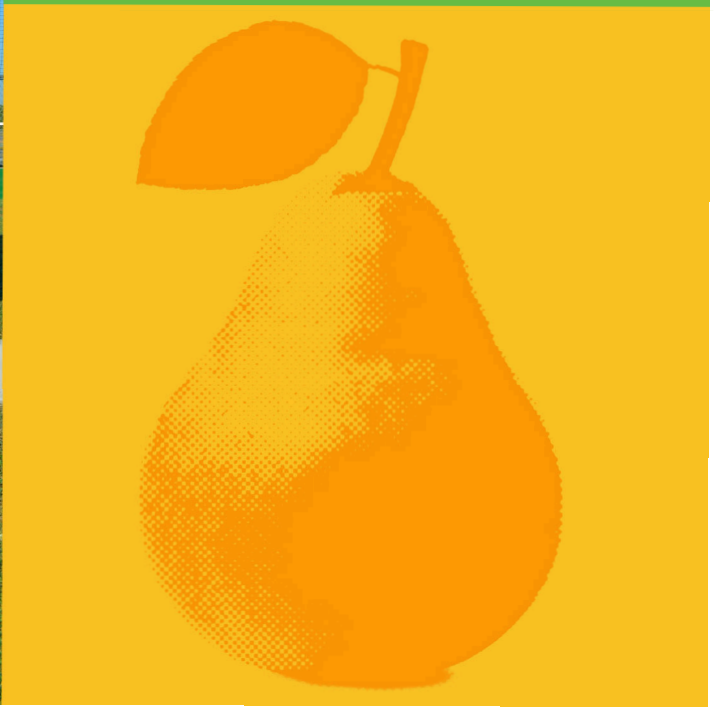
# VISIT PEARLAND ANNUAL REPORT

10.1.2024 – 9.30.2025

Visit Pearland  
— Texas —



2025



# 2025 ANOTHER SEASON OF GROWTH

## THANK YOU!

To our Visit Pearland 2025  
Advisory Board Members

**Yahaira Castillo**  
Position #1  
Courtyard by Marriott

**Shane Timmons**  
Position #2  
Pearland Resident/  
Sports Tourism

**Raj Das**  
Position #3  
Best Western

**Mary Roduta**  
Position #4  
Pearland Town Center

**Don Bertram**  
Position #5  
Pearland Artist

**Bea Aguilera**  
Position #6  
Texas Volleyball United

**Michelle Huber**  
Position #7  
And a Little Hope  
Boutique

**Manny Patel**  
Position #8, Non-Voting  
Representative  
Sleep Inn and Suites

## MISSION

The role of Visit Pearland is to promote and coordinate tourist related activity within the city of Pearland. To accomplish this mission, Visit Pearland will be responsible for the promotion of hotel rooms within the city; will work with tourist related organizations within the city to coordinate marketing, advertising, promotion, and programming; will work with state and regional organizations which are responsible for the promotion of the region; and, finally, will work to coordinate activities within City Government which directly or indirectly impact tourism.

During the past fiscal year, Visit Pearland delivered strong results reflecting continued growth, strategic innovation, and meaningful economic impact for the community. Tourism performance remained robust with FY 2025 generating \$1.79 million in Hotel Occupancy Tax revenue. Sports tourism continued to serve as a key economic driver, producing thousands of room nights and significant visitor spending.

Progress on Pearland's first Cultural Arts Master Plan advanced in 2025 with the launch of an advisory committee and development of the PearScape Program Guidelines. The Visit Pearland team continued to focus on tourism promotion and supported cultural placemaking through successful events, including Grand Arts & Eats.

Collectively, these accomplishments underscore Visit Pearland's commitment to strengthening the local economy, enhancing quality of place, and positioning Pearland for long-term, sustainable tourism growth.



**Tracy Rohrbacher**  
Visit Pearland Executive Director

## VISIT PEARLAND STAFF



**Tracy Rohrbacher**  
Executive Director



**Teri Mazhar**  
Sales Manager



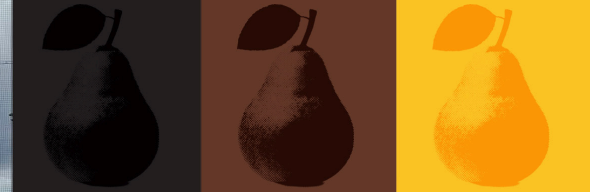
**Rebekah Burns**  
Marketing Manager



**Breanna Butler**  
Senior Office Assistant

The Visit Pearland Staff includes a dedicated team of professionals representing a combined 70 years of hospitality with an average tenure of 6 years with the City.

# 2025 HIGHLIGHTS



**Picture Point** was installed at the Sports Complex at Shadow Creek Ranch adding vibrant color and energy to one of Pearland's busiest athletic complexes for tournaments. Teams are encouraged to snap their photo & tag Visit Pearland on social media.



Visit Pearland earned recognition for the inaugural Hops & History event with a **Heritage Tourism Achievement Award** from the Texas Independence Trail Region.

Visit Pearland Secured a 5-year agreement with **Triple Crown Sports for the TC Southwest National Tournament** to be hosted in Pearland July 2026-2030.



Visit Pearland partnered with additional community organizations to host the inaugural **Grand Arts & Eats** event in Old Town featuring local artists, food vendors and live performances. The event welcomed 1,900 attendees.



Pearland hosted the **Houston Aramco Championship golf tournament** at Golfcrest Country Club generating 1,167 room nights.

# ECONOMIC

# IMPACT

# KEY LODGING

# METRICS

## KEY TOURISM METRICS REMAIN STRONG

**\$163M**  
2024 DIRECT TRAVEL  
SPENDING BY VISITORS

## WHICH GENERATED

**\$8.9M**  
STATE TAX REVENUE

**\$5.7M**  
LOCAL TAX REVENUE

## VISITORS SPENDING DIRECTLY SUPPORTED

**1,000**  
JOBS

## WHICH CREATED

**\$52M**  
IN EARNINGS

Source: Dean Runyan and Associates



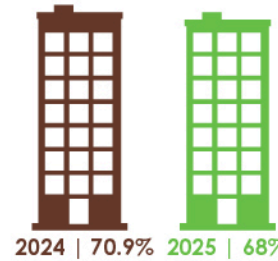
“Visit Pearland’s completion of Tourism Friendly Texas certification highlights the community’s forward-thinking approach to tourism and economic development. Their leadership in the program’s first year underscores Pearland tourism’s power to support local businesses, strengthen local pride, and position itself for long-term, sustainable impact.”

*Madeline Phillips*

COOPERATIVE ADVERTISING SPECIALIST  
Office of the Governor  
Economic Development and Tourism

**\$1,796,918** | **TOTAL HOTEL  
OCCUPANCY TAX REVENUE**

## HOTEL AVERAGE OCCUPANCY



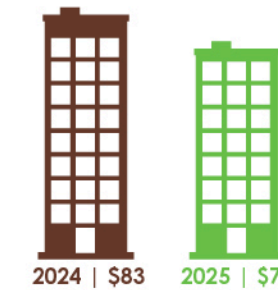
2024 | 70.9% 2025 | 68%

## HOTEL AVERAGE DAILY RATE (ADR)



2024 | \$114 2025 | \$113

## REVENUE PER AVAILABLE ROOM (REVPAR)



2024 | \$83 2025 | \$77



Source: Smith Travel Research  
Fiscal Year 2025 (10/24 – 9/25)

## VISITOR STATS

**372,000**  
VISITORS

Source: Placer.ai

**\$163M DIRECT  
TRAVEL SPENDING**

+ 5% YOY

Source: Dean Runyan & Associates



## ORIGIN MARKETS OUR 2025 VISITORS CAME FROM

1. DALLAS-FORT WORTH
2. AUSTIN
3. SAN ANTONIO
4. COLLEGE STATION
5. BEAUMONT

Source: Placer.ai

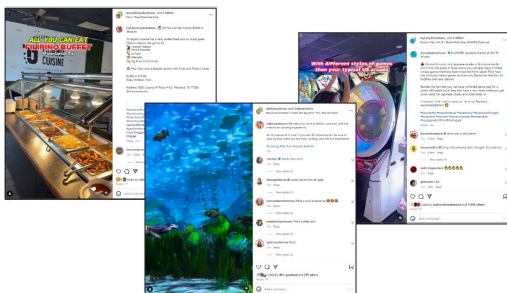
# MARKETING

## PRINT & DIGITAL MEDIA

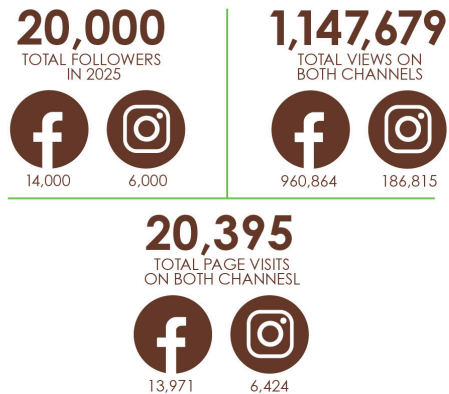
The Visit Pearland team coordinates all marketing efforts including VisitPearland.com, email marketing, social media, collateral and publication development, video production, photography, and advertising efforts in both the print and digital spaces. Key marketing and advertising initiatives in FY25 included updates to the Visit Pearland GeoTour, new partnerships with content creators, producing and premiering a heritage tourism podcast, and growing website visits with more content and targeted advertising campaigns.

### SOCIAL MEDIA HIGHLIGHTS

Visit Pearland partnered with four content creators with a total of 983,549 followers across platforms. Posts highlighted things to do and places to eat while visiting Pearland. Audiences reached spanned across Texas and neighboring drive markets.



### SOCIAL MEDIA CHANNEL STATS

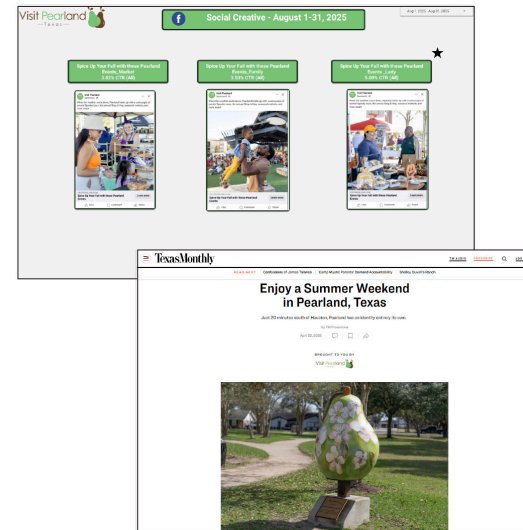


### VISITPEARLAND.COM

<b>125,886</b>	UNIQUE VISITORS
<b>220,731</b>	TOTAL PAGE VIEWS
<b>57,880</b>	TOP 5 PAGE VISITS Experiences, Rodeo, Homepage, Events, Pearland Restaurant Weeks
<b>33</b>	TOTAL BLOGS PUBLISHED
<b>700</b>	NEWSLETTER OPT-INS With 37% average open rate

**TARGETED ADVERTISING CAMPAIGN ONLINE IMPRESSIONS**

# 3,450,012



**SEARCH ENGINE MARKETING (SEM) IMPRESSIONS**

# 593,476

### PRINT ADS REACH

<b>107,117</b>	COMMUNITY IMPACT	
<b>74,313</b>	D MAGAZINE	
<b>12,000</b>	THE FACTS GUIDE TO BRAZORIA COUNTY	
<b>15,500</b>	MEET TEXAS GUIDE	
<b>250,000</b>	TEXAS CAMPGROUNDS RV	
<b>100,000</b>	USA TODAY FALL GO ESCAPE	
<b>100,000</b>	THREE WINTER TEXAS ISSUES	

### GUIDES & TRAILS



**OVERHAULED THE VISIT PEARLAND GEOTOUR**

### PODCAST STREAMS AND DOWNLOADS IN FY25

EPISODE #1 - 1,356  
EPISODE #2 - 3,567  
EPISODE #3 - 3,434



# SALES AND EVENTS

# HIGHLIGHTS



Visit Pearland works assertively to promote Pearland to various market segments and position our community as a prime location for a variety of events. We build relationships that result in referrals and leads for our lodging partners, securing business and making a positive economic impact on our community.

## FY25 RESULTS



FROM THESE MARKET SEGMENTS:

- SPORTS: 19
- FAMILY REUNIONS: 4
- CONCERTS/FESTIVALS: 6
- CONFERENCES: 3



FROM THESE MARKET SEGMENTS:

- SPORTS: 3,689
- CONCERTS/FESTIVALS: 167
- CONFERENCES: 32



## FOCUS ON SPORTS TOURISM

Sports tourism continues to play a large role in generating economic impact. The Visit Pearland team works closely with tournament rights holders to help them choose Pearland as their host destination. Close collaboration between the staff at Visit Pearland and the Pearland Parks and Recreation team are essential in offering a seamless experience to tournament organizers.



**United Fastpitch Association (USFA) and Triple Crown Sports resulted in:**



## VISIT PEARLAND SUPPORTED EVENTS



## CULTURAL ARTS GRANTS

**\$31,700 AWARDED**

Visit Pearland awarded a total of \$31,700 in matching grant dollars to six local nonprofits with arts-centric programming. Grantees included Global Organization for Divinity, Pearland Community Band, Pearl Theater, Silambam, Pearland Chinese Association and Joyce Beck Dance Studio.

